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Research on the Innovative Consciousness and Convergence Capability of Television News Editors in the Era of Media Convergence: Postprint

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Abstract

The development and popularization of the Internet have provided fertile ground for the survival and development of new media. In recent years, the rapid proliferation of mobile smart terminal devices has propelled new media to new heights. Simultaneously, traditional media face severe challenges to their survival and development, urgently requiring a transformation of developmental thinking and innovation of models to align with the trends of the times. In the era of media convergence, integrating the advantages of new media and traditional media to achieve content compatibility, resource interoperability, and promotional integration demands that television news editors possess strong innovative capabilities and integration abilities that align with the characteristics of the media convergence era. This paper provides a brief exposition on television news editing in the media convergence era, analyzes the advantages and disadvantages of television news in this context, and specifically explores strategies for enhancing the innovation awareness and integration capabilities of television news editors.

Full Text

Research on the Innovative Consciousness and Integration Capability of TV News Editors in the Era of Media Convergence

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traditional media face severe challenges to their survival and development, urgently needing to transform their development thinking and innovate their models to keep pace with the times. In the era of media convergence, integrating the advantages of new and traditional media to achieve content compatibility, resource sharing, and promotional integration requires TV news editors to possess strong innovative and integrative capabilities. This paper provides a brief overview of TV news editing in the media convergence era, analyzes the advantages and disadvantages of TV news in this context, and specifically explores strategies for enhancing the innovative consciousness and integration capability of TV news editors.

Keywords: TV news editors; media convergence; innovative consciousness; integration capability; diversified development; editorial consciousness

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Introduction

For a long time, television media has been the mainstream media in China, serving as the primary channel for disseminating news information and a main pathway for the public to obtain information. However, influenced by new media, the public now has more diversified channels and greater choice space for accessing information. New media platforms such as Weibo, WeChat, and various news apps have become the primary means for people to obtain information. Against this backdrop, the status of television news media has been shaken, and its influence and communication effects have been significantly constrained. Therefore, television news editors must correctly grasp the characteristics of the media convergence era, objectively analyze the challenges and opportunities currently facing television news media, innovate television news content, forms, and communication channels, fully utilize the advantages of both television and new media, achieve media integration, and construct a new news communication system and development mechanism.

In the traditional media era, the primary responsibility of television news editors was to organize and edit news materials. In the media convergence era, television news editors have been entrusted with new responsibilities. Television news mainly reports on international situations, current affairs hotspots, and national policies, reflecting China's actual conditions to some extent. In

the media convergence era, television news media must transform their development thinking, emphasize innovation and resource integration, integrate the technological advantages of new media, and accurately grasp the psychological and cognitive characteristics of audiences while emphasizing audience feedback. On the basis of adhering to the fundamental principles of television media, they must enhance the attractiveness of television news and strengthen news content.

Media convergence is an inevitable product of the development and popularization of modern science and technology, with its core being Internet technology, information technology, and big data technology. The characteristics of media convergence include timeliness, diversity, developmental nature, and interactivity. The development and popularization of the Internet provide inexhaustible momentum for the development of media convergence. For traditional media to achieve new development in the media convergence era, they must learn from each other's strengths, integrate the technological and communication advantages of new media, thereby realizing the transformation of traditional media.

2. Analysis of Advantages and Disadvantages of TV News in the Era of Media Convergence

In the context of the media convergence era, the structure of the media industry has undergone significant changes, presenting both opportunities and challenges for television news media. Compared with new media, television news media have obvious advantages, particularly in terms of reporting depth and authority, but they also have clear disadvantages, namely insufficient innovation, unappealing formats, and difficulty attracting public attention. The following is a specific analysis.

2.1 Advantage Analysis

2.1.1 News Content Has More Depth Although new media has risen strongly, causing a great impact on traditional media and surpassing them in communication effects, traditional media, as official media, have long been trusted by audiences and offer higher content authenticity and more in-depth reporting that can objectively reflect news facts or truth. From the perspective of authenticity, audiences obviously trust television media more [2]. New media, primarily driven by commercial considerations, allows users to spontaneously publish their own views or opinions on news events, which is arbitrary and whose authenticity obviously needs verification. Taking Weibo, which has the largest user base, as an example, although it has excellent communication effects, its reporting content is highly arbitrary, with information sources and authenticity needing verification, and even ill-intentioned individuals spreading false information to mislead audiences. Therefore, for major events, audiences generally prefer television news. This is partly because traditional media is official media with higher reliability, and partly due to the long-standing reputation and credibility of television media and their excellent experience in news

editing—advantages that new media cannot match [3].

2.1.2 Reporting Is More Authoritative Unlike new media, each television news report must undergo layers of review before official release. Its essence is not to attract audience attention but to objectively and truthfully report news events, with the fundamental purpose of guiding mainstream social values and spreading positive energy. News reporting is more professional, authentic, rigorous, and authoritative, earning the trust of the vast audience. Although new media platforms also review published news content, the review is relatively lax and not strict, with fewer restrictive conditions. Many users publish news information primarily to attract attention, resulting in chaotic reporting content that even misleads audiences.

2.1.3 Broader Reporting Scope Since the birth of television news media, its development to date has featured extensive reporting content. Television news media can cover countries worldwide and remote domestic regions, providing audiences with broader news perspectives and understanding of news events on a larger scale. In contrast, new media reporting scope is largely limited to the user's city or region, resulting in limited coverage.

2.2 Disadvantage Analysis

2.2.1 Insufficient Innovation The rapid development of new media in the media convergence era has provided audiences with more channels to obtain information and access to more news content. However, because Internet information is mixed in quality, audiences find it difficult to distinguish truth from falsehood, cannot make accurate judgments, and are easily misled by false information or attracted by “clickbait” headlines, wasting time and energy. This has caused audiences to lose confidence in news to some extent and raised concerns about the development of the news industry [4]. Meanwhile, television news media are increasing in number, and these media outlets tend to converge in reporting forms and content, with serious homogenization problems, lack of innovation, and insufficient attraction to audiences, which to some extent limits the communication effects of television news media [5]. New media has opened a new world for audiences. If traditional media does not innovate and continues to adhere to traditional working methods, even though television media is more authoritative, its status will be seriously shaken [6].

2.2.2 Reporting Forms Are Not Novel Enough Generally, television news reporting uses straightforward narrative language, requiring objective and truthful restoration of news event facts, with content that is not novel enough to attract audience attention. Most audiences are already aesthetically fatigued by this form of news reporting, and their attention and energy are focused on new media, resulting in significantly decreased attention to television news media.

2.2.3 Social Supervision Responsibilities Have Been Weakened Television news media also bears the responsibility of social supervision, allowing audiences to understand the truth through reports on social hotspots and current affairs, and exposing some negative events to sunlight. Government departments can understand relevant events through news reports, and audiences can track event developments through news reports. However, due to the development of new media, the social supervision function of media has been seriously weakened. In the new media environment, everyone can become a news reporter, using mobile phones to quickly spread relevant information to the Internet. Taking Douyin short videos as an example, every user can publish information and disseminate it through the platform. In recent years, many news events have been spread and fermented on similar new media platforms, triggering widespread attention and even receiving public responses from relevant departments. This has in fact shared part of the social supervision responsibilities of television news media. However, because new media lacks authority and effective supervision, it is easy to cause abuse of the supervision function. Therefore, television news media need to strengthen this function in the future.

3. Strategies for Enhancing Innovation and Integration Capabilities

3.1 Innovation Awareness

In the current era, media convergence has become an inevitable trend. For television media to achieve new development and fully exert the value and role of mainstream media, editors must possess good innovative consciousness, which should be reflected in news editing. In this regard, television news editors need to learn from the characteristics and advantages of new media, focus on 迎合 (迎合) the trend of media convergence, and actively explore new development paths for television news media.

First, when editing news content, television news media editors should appropriately set up suspense, which is the primary challenge they need to face. Since television news media, as official media, have long tended to use straightforward narration in reporting forms to avoid mixing personal emotions and subjective feelings, they lack appeal compared to new media. This requires television news editors to screen and evaluate news content when selecting topics, and to increase the attractiveness and freshness of news content on the basis of following the principles of truthfulness and timeliness of television news, thereby attracting audiences [7].

Second, when editing television news, editors must be selective about content. Overly lengthy reports can easily cause audience visual fatigue. Television news editors must be good at grasping the key points of news content, focusing on the most core, valuable, or truth-revealing parts of news events. This not only facilitates audience information reception, aligns with audience cognitive characteristics, but also captures audience attention and generates responses among

audience groups.

Finally, television news editors also need to innovate in television news narrative and emotional expression. Traditional television media lack emotional expression and narrative ability, making it difficult for news content to resonate with audiences. This requires television news editors to focus on grasping audience emotional characteristics, empathizing with specific audience groups in news content editing, and transmitting specific atmospheres to audiences through visual and auditory means.

3.2 Integration Capability

The strong rise of new media is partly due to its utilization of Internet advantages, with communication efficiency far exceeding that of traditional media. On the one hand, new media content and forms are more diversified, better aligning with modern cognitive characteristics [8]. For television news to consolidate its position and achieve new development in the media convergence era, it must strengthen its integration capability to integrate different media forms.

3.2.1 Integrating New Media's Real-time Advantages Constrained by communication channels and other objective conditions, television news dissemination cannot match new media in terms of real-time capability. Based on this, television news needs to integrate the real-time advantages of new media to further highlight its advantages in reporting depth. The fundamental reason why new media is highly real-time is that its core carrier is the Internet. Therefore, television news should also attempt to develop online, opening communication channels on new media platforms to fully utilize their real-time advantages. For example, CCTV News has joined Douyin short videos, using the platform to disseminate news information, which not only conforms to user habits but also achieves better communication effects. CCTV News has gained over 100 million followers in a short period.

3.2.2 Integrating New Media's Personalization Advantages The rapid development of new media is due to its all-encompassing nature and diverse information sources. Although this makes it difficult for users to distinguish truth from falsehood, the massive information flow provides audiences with greater choice space to learn more information, making users more inclined toward new media. Television news has long focused on the rigor and authority of news, lacking personalized features, which seriously weakens its communication effects. If television news can integrate the personalization advantages of new media, it will certainly attract audiences and enhance communication effects [9]. Taking CCTV host Zhu Guangquan as an example, his unique language style is very popular on the Internet. Even previously dull news is watched with great interest by audiences, gradually leading a trend. We can understand this as the personalized development of television news. Audiences enjoy this form of

television news not because it is CCTV news, but because they approve of this form.

3.2.3 Diversified Development with Focused Efforts The chairman of Phoenix Satellite Television once said that the rise of new media is essentially a perfection and supplement to traditional media. The two are like a person's arms, complementing each other and bringing out the best in each other. Organically combining them builds a complete, new media architecture and achieves new development. This statement reveals the development path of traditional media in the present and future, namely integrating new media. Traditional media itself has accumulated excellent experience in long-term development and has outstanding advantages. If it can fully utilize the advantages of new media, it will certainly achieve greater development [10]. As television news editors, they must be good at capturing the prominent features and advantages of new media, while possessing the ability to integrate new media resources, integrating various advantages of new media into television news editing, and seeking the development path of television news in the media convergence era through continuous experimentation and exploration. Of course, this requires the entire television news editing team to improve together, pooling ideas and efforts in the news editing process, fully exerting individual value, ensuring the unity of logic and value in television news content, and presenting high-quality television news programs to audiences.

3.2.4 Emphasizing National Policies and Guidelines Although new media has developed rapidly and has been fully integrated into the public's life, the public still generally learns about national policies and guidelines through television news media. Therefore, television news media must fully exert their advantages and further strengthen their business in this area. Television news media should pay attention to changes and adjustments in national policies and guidelines, and timely interpret them in ways more acceptable to the public. This can not only attract audiences and increase ratings, but also deepen the public's understanding of policies and guidelines, helping to implement national policies and guidelines.

3.3 Personnel Quality

As television news media editors, practitioners must maintain a high sensitivity to news information, accurately grasp hot events and focal issues. In the current media convergence environment, the information flow circulating through various channels is more massive. They must accurately grasp key content within this massive information flow to produce high-quality television news programs. At the same time, practitioners' professional quality must be solid, with a strong theoretical foundation and rich experience. In the current environment, facing the threat of new media, television news media editors must capture audience attention and attract widespread concern by continuously learning from excellent experience and improving themselves, strengthening their personal professional

quality. From the perspective of television news media, they should focus on personnel training, take a long-term view, build a high-quality team, rely on a professional team to complete television news production, and present high-quality television news programs to audiences.

Conclusion

In summary, under the media convergence era, media integration is an irresistible trend of the times. Television news editors must actively adapt to the development trends of the era and the current development environment of the media industry. On the one hand, they must actively innovate in television news editing to seek new development; on the other hand, they must integrate the advantages of other media forms to achieve all-round development. However, the basic premise is to adhere to the principles of authority and authenticity of television news and guide mainstream social values.

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Wang Chaoyang (1972-), male, from Hejin, Shanxi, is a senior editor in the news series. Research direction: news planning and editing.

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Note: Figure translations are in progress. See original paper for figures.

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